Assignment Instructions Goal: To write a standard news release that meets expectations in today’s world of communications. Course Objectives: CO1: Explain the importance of communication in today’s diverse and multifaceted world. CO4: Explain why interpersonal communication and cultural understanding of communication is important for successful communication. CO5: Examine the importance of public speaking and group and leadership communication. CO7: Create messages and products that will clearly communicate a message to a diverse and multifaceted audience. Description: Writing—a form of verbal communication—is a key skill for good communicators. Every business and organization produces executive summaries, planning documents, informational brochures, websites, manuals, news releases, announcements, newsletters, annual reports, and other material requiring informational, accurate and persuasive writing. Some are intended for internal audiences (employees, managers, vendors) and some are intended for external audiences (customers, the general public, the media). In this assignment, you will craft a standard news release for the media (and thus the general public). It should be no longer than 2 typed pages, double-spaced, and should be in standard 12-point Times New Roman type. A suggest final word count length is about 300 to 400 words. You can choose what the “news” topic is by considering what’s happening where you work or in some other organization that a general audience needs to know. Make sure you understand this must be connected to something really happening in your world, regardless of how potentially insignificant the event or news is. Check with the instructor if you need feedback prior to pursuing a newsworthy topic. Follow this checklist to ensure your news release is complete: Headline that basically sums up the news. Dateline ̶ city where news is happening. Usually this is the very first word of the very first sentence. Significance of news and/or timeliness of this news. The “5 Ws and H” ̶ A standard technique to ensure you include the all-important Who, What, When, Where, Why and How aspects of the news. [Not all will be pertinent, but most will.] Quotes ̶ Brief comments from a key spokesperson or leader in the organization that contributes to the authenticity and significance of the news. [Don’t forget to identify the person’s role.] Use mostly active verbs throughout. Keep sentences and paragraphs short. Use good grammar and spelling. Any other details about the news that people might want or need to know. This could be background history if needed, basic product ordering information, parking tips, etc. Add on the bottom of page your contact information (your name, an APUS email address and a fictitious phone number will suffice) as the preparer of the news release. This gives the media a person to contact for more information if needed. To see examples of standard news releases, visit https://www.prweb.com/recentnews/index.htm?&nav\_location=main\_menu.